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FOR YOU — your children and ^{R49} your children's children

RETURN POSTAGE GUARANTEED — TEXAS PECAN NURSERY, INC., TYLER, TEXAS

INDEXED

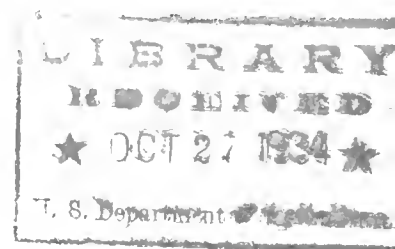
Sec. 562, P. L. & R.

U. S. POSTAGE

PAID

TYLER, TEXAS

Permit No. 19



*Mr. H. V. Lamb, Jr.
 Pomologist,
 Bureau of Plant Ind.,
 U. S. Dept.
 Washington, D. C.*

THIS FOLDER IS OUR SALESMAN

A man wearing a hat and a light-colored shirt is standing on a large pile of dollar coins. He is reaching up with his right hand towards a tree branch that is also heavily laden with dollar coins. The background is a dark, textured area.

Let **NATURE** **FINANCE YOU**

PLANT A **PECAN GROVE** ...BE INDEPENDENT

*N*ATURE's bounty is man's greatest boon! With a very small investment of capital and a little effort on your part you can form a partnership with Nature in a venture that will pay you handsome dividends.

Plant a Pecan Grove! It will begin to return your investment to you, with interest, within a few years, and it will continue to return profits to your children and your children's children ...for Pecan Trees live and yield an ever increasing crop of luscious and profitable nuts over a period of a great many years—even for centuries!

Put Nature to work for you...participate in the pleasurable profit that the owners of Pecan Groves enjoy!

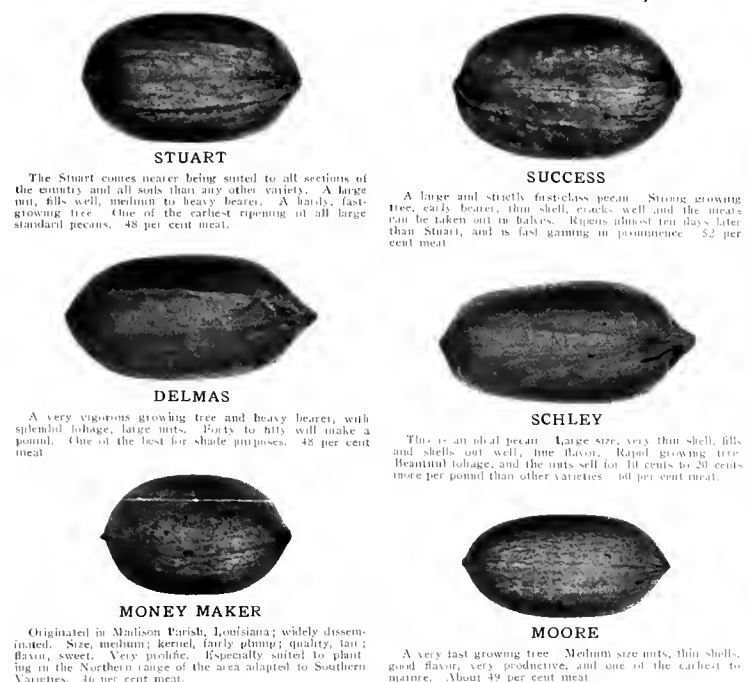
GATHER *Money*
FROM YOUR TREES

Several stacks and individual dollar coins are shown at the bottom of the page. Some are stacked high, while others are scattered on the ground. The coins are depicted with dollar signs and stars.

PECANS AND FRUITS ARE PROFITABLE

EASTERN VARIETIES

These Varieties Thrive Best in Lower Altitudes With Fair to Heavy Moisture



To secure the largest crops, it is advisable to plant three or more varieties of pecan trees. The difference in blooming and pollenization time is responsible for a more bountiful yield of nuts when more than one variety is used.

PECANS MAKE GOOD SHOWING

Extract from Texas Department of Agriculture Bulletin No. 111
"THE PECAN IN TEXAS"

"In the face of one of the worst depressions known for years, pecans made a good showing in net returns, as compared with other farm commodities, including live stock, even though the price received by growers was the lowest known in pecan history for many years.

"In some sections of the state, growers were known to have received around \$35.00 per acre for pecans on the same land where it took 2½ acres, or more, to produce a bale of cotton, the price of which ranged between \$20.00 and \$30.00 per bale.

"It seems evident that pecans, for many years hence, will bring revenue more nearly commensurate with the cost of production—an anticipation which truly cannot be stated of some other farm commodities at this time."

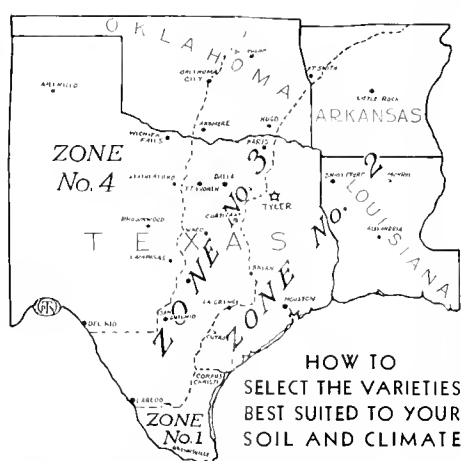
OUR GUARANTEE

We absolutely Guarantee Every Tree purchased from us to be high-grade, first-class, and to have a good lateral-root system. If for any reason you are dissatisfied with any Trees purchased from us—if any sent you do not fully come up to your expectation—you may return the unsatisfactory ones immediately and we will replace them with others that are satisfactory, or refund your money.

TEXAS PECAN NURSERY, INC.

We grow our pecan trees near the center of the world's largest pecan belt, where they are acclimated to soil and weather conditions of this section. We do not dig trees until your order is received, and we ship the trees to you the same day they are dug. Each tree is dug separately, and its excellent root system carefully preserved. The trees are so packed that they will keep moist from the time we dig them until you receive them, which assures that they will reach you in good condition.

We are from 24 to 48 hours nearer to you than Eastern nurseries, which saves you money on express and freight rates.



ZONE No. 1—Not recommended for commercial planting. We recommend for home planting in EAST PART: Stuart, Success, Moore, Money Maker; in WEST PART: Burkett, Schley, Schley.

ZONE No. 2—Only the Eastern Varieties recommended: Success, Moore, Schley, Delmas, Money Maker, Stuart. We would add Burkett for hill land in the West Central part. Success, Moore, Money Maker, Schley and Stuart should be used for bottom lands. Plant Delmas on upland. Stuart seems to be especially adapted to extreme East part of this section and bottom lands in the Western part. These are known as tested Eastern Varieties.

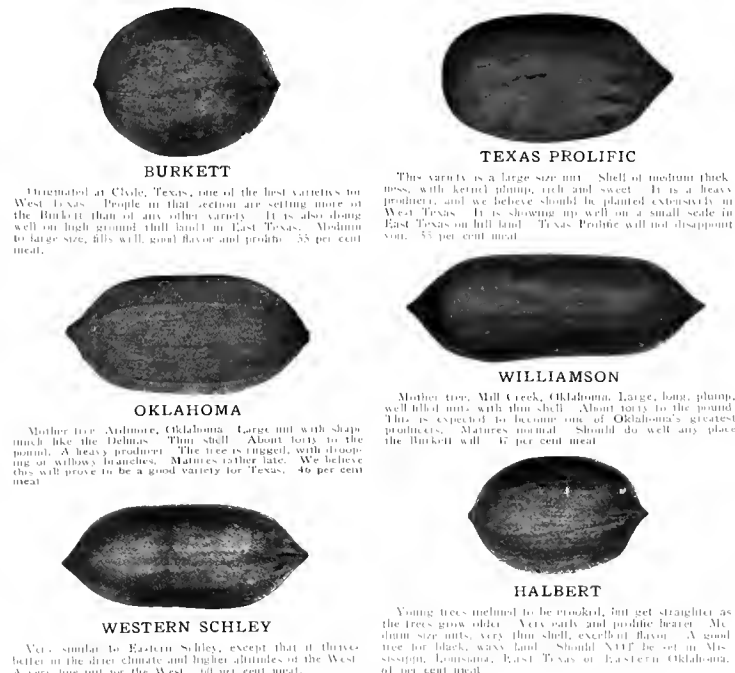
ZONE No. 3—Both Eastern and Western Varieties recommended. Western Varieties for West part and upland. Plant Eastern Varieties in East part and on low lands throughout this zone. Burkett, Western Schley, Texas Prolific and Halbert are tested Western Varieties.

ZONE No. 4—Plant Western Varieties only.

OTHER STATES—Continue zone lines Northeast about 100 to 125 miles, planting Eastern Varieties in the lower altitudes and river bottoms of Zone 3, and the Western Varieties on the uplands and in the higher altitudes of Zone 3. Plant Western Varieties on all lands west of dividing line between Zones 3 and 4.

WESTERN VARIETIES

These Varieties Live and Produce in the Higher Altitudes and Drier Climates



CLARK—Introduced from Brazil, Texas. Ripens about 60 days per pound and 50 per cent kernel, medium thin shell. A good commercial cracker and recommended for West and Central Texas. It has a record for being prolific and an early bearer. 50 per cent meat.

BUY FROM RELIABLE NURSERYMEN

Extract from Texas Department of Agriculture Bulletin No. 111
"THE PECAN IN TEXAS"

"Five important physical factors enter into successful pecan orcharding: good soil; thorough preparation; good trees; good cultivation; and the proper varieties. Equal in importance, perhaps, to all factors combined, is the man behind the job; for upon his efficiency depends almost entirely the success of the enterprise.

"Trees should be bought from reliable nurserymen, having a reputation for fair dealing. If the nurseryman grows his own trees on his own ground, the chances are better for the purchaser to get the varieties preferred.

"The cost of care of poor trees is the same as that expended for good trees. The higher price paid for good trees is cheaper in the long run than the smaller price for the purchase of poor trees."

FRUITS OFFER Rapid FINANCIAL RETURNS

PLUMS

Five Exceptionally Good Varieties

AMERICA. Successful plum anywhere. Bears very young and yields enormous crops. This wonderful plum should be in every orchard. Where there is no orchard, there should be a few trees. It is as beautiful as a plum can possibly be—golden yellow with red cheek. Ripens about June 15th.

BURBANK. Extremely popular in all sections. Richly colored, red mottled, dotted with yellow. Heavy bearer. Ripens in July.

SIX WEEKS. Earliest of all plums. Large; oblong; bright red; flesh, pink; seed, small; upright; vigorous; prolific. Ripens May 20th to June 1st.

GOLD. Nearly transparent; golden yellow; wide range; sure bearer. Ripens last of June.

RED JUNE. Fruit, medium to large; color, vermilion-red all over with delicate bloom; very showy; flesh, light yellow; firm; moderately juicy; pit, small; quality, very good. Tree vigorous and prolific. Ripens in June.

	Each	Each, in lots of—
2 to 3 foot size	\$0.30	\$0.20
3 to 4 foot size	.35	.25
4 to 5 foot size	.50	.40

GRAPES

MOORE'S EARLY. Very large; early; black; fine quality; good market grape; very healthy; prolific.

CONCORD. Best known of all grapes; large; black; suited for table or market. Ripens in July.

NIAGARA. Large, greenish-white; semi-transparent; quality, good; a seedling of Concord; successful over a wide range of territory. Mid-season.

CARMAN. One of the most prolific and popular varieties; splendid for table or for wine, grape juice, preserves and jelly. Cluster very large, sometimes weighing two pounds; very compact. Berries medium size, black with thin bloom. Skin tough, thin, never cracks; pulp, meaty; fruit but tender when fully ripe; splendid quality. Ripens in July.

	Each	Each, in lots of—
Two-Year Vines	25c	100
In lots of 10, each	20c	
In lots of 100, each	15c	

PEARS

KIEFFER. Best variety for the Southwest; large; yellow, rusty cheek; fine for cooking and market. Ripens in October.

GARBER. Oriental strain, like the Smith's fruit. Resembles Kieffer in size, shape and color. Ripens three weeks before Kieffer.

BARTLETT. Everyone is acquainted with this large yellow pear. Fruit very rich and highly aromatic—that's why this pear can always be sold when others are refused. Trees grow dense and of even conical shape. Ripens in August.

	Each	Each, in lots of—
3 to 4 foot size	\$0.35	\$0.30
4 to 5 foot size	.45	.40
5 to 6 foot size	.60	.50
6 to 7 foot size	1.00	.80



View in One of our Fruit Orchards.

OUR FAMOUS Golden Beauty PEACH

FIFTEEN OUTSTANDING STANDARD VARIETIES OF PEACHES

MAYFLOWER. A "red all-over" peach; handsome, splendid quality. Should be in every home orchard; finds ready sale on the market. Ripens in May.

EARLY WHEELER. Sometimes known as Red Bird Cling. Large fruit, clingstone, very beautiful, clear creamy-white. Very profitable for commercial orchards in practically all sections. Ripens last of May and first of June.

ARP BEAUTY. Yellow, with bright red blush; firm, juicy and excellent peach of unusually good flavor; semi-cling. Ripens June 1st.

MAMIE ROSS. Large, white, cling peach; red cheek. Nice large peach that markets early and usually brings a good price. Ripens June 5th to 15th.

HILEY. Skin yellowish-white, deep red cheek; flesh, white; very juicy; medium size, freestone; prolific. Good shipper. Ripens last of June.

J. H. HALE. Large, yellow overlaid with bright carmine; flesh, deep yellow; firm, fine grained; delicious flavor; freestone. Ripens in July.

SLAPPY. Fruit when ripe is clear, golden yellow, more conical shaped than other varieties. Freestone. Good commercial peach, though not as heavy bearer as some other varieties. Ripens about July 1st.

ELBERTA. Most widely known of all peaches. Very attractive appearance; large; deep yellow, splashed crimson; perfect freestone. Can be grown profitably in North, South, East and West. Tree very vigorous, highly productive. Ripens July 5th to 20th.

AUGBERT. A superb freestone, similar to Elberta, but in many respects superior. Tree vigorous, prolific; very valuable. Ripens in August.

OLD MIXON CLING. Large, round; white with distinct red blush; flesh, white, red next to seed; firm; excellent quality. Adapted to nearly all sections where peaches grow. Extra good for preserving and pickling. Ripens in August.

RED INDIAN. Old-fashioned kind that's so good to eat; splendid for pickling and preserving. Ripens in August.

PRICE LIST		
GOLDEN BEAUTY PEACH		
	Each	Each, in lots of—
2 to 3 foot size	\$0.40	\$0.35
3 to 4 foot size	.60	.45
4 to 5 foot size	.75	.60
5 to 6 foot size	1.00	.75

YELLOW INDIAN. Like the Red Indian, except has yellow flesh.

LEMON CLING. Medium size; yellow meat; clingstone. Extra well suited for sweet pickles. Nearly always makes a crop. Ripens in most sections in August.

SEPTEMBER ELBERTA. A wonderful, yellow freestone peach that ripens in September. Delicious flavor; ships well.

STINSON. One of the best late peaches. Large, oblong; white, red cheek; good flavor; clingstone. Ripens in October.

PRICES ON ALL STANDARD VARIETIES OF PEACHES		
	Each	Each, in lots of—
2 to 3 foot size	\$0.25	\$0.20
3 to 4 foot size	.30	.25
4 to 5 foot size	.40	.35
5 to 6 foot size	.50	.40

PLUM-CHERRY

(Sometimes called Dwarf Cherry)

COMPASS. Cross between plum and cherry. Vigorous grower; prolific; hardy; bears early. Fruit dark red, rather small. Ripens in June. Should not be picked until ripe.

OPATA. Fruit medium size; purplish-red; flesh, greenish color with meat clinging to seed. Ripens last of June and first part of July. Trees are hardy and bear young.

	Each	Each, in lots of—
2 to 3 foot size	\$0.30	\$0.20
3 to 4 foot size	.35	.25
4 to 5 foot size	.50	.40

JAPAN PERSIMMONS

Japan Persimmons are adapted to the South. They thrive in land suited to cotton. Trees subject to very few diseases. Thrifty and very prolific.

TANE-NASHI. Fruit large to very large; roundish conical; seedless; color, light orange-red with firm yellow flesh; an excellent shipper. Flesh astringent until soft.

HIYAKUME. Medium to large fruit; light orange color, turning to brown when soft; roundish oblate with ends flattened; sweet; meaty. Makes good growth; a free bearer.

2 to 3 foot size, each	65c
3 to 4 foot size, each	.75c
4 to 5 foot size, each	.85c

FIGS

Every Home Should Have Figs

BROWN TURKEY. Medium to large; brownish-purple; fruit very sweet; hardier than Magnolia; begins to ripen last of June.

MAGNOLIA. Fruit very large, sweet and rich; ripens in June until frost. Should bear first year.

	Each	Each, in lots of—
18 to 24 inch size	\$0.30	\$0.25
2 to 3 foot size	.35	.30
3 to 4 foot size	.45	.35

APPLES

Six of the Best Standard Varieties for the Southwest

DELICIOUS. Beautiful red-striped winter apple. Good quality; fine flavor. One of the best known and best liked apples. Every home should have a few.

EARLY HARVEST. Medium; bright straw color; tender; sub-acid; fine dessert and cooking apple. Must be handled carefully for market. Ripens in June.

RED JUNE. One of the best early apples for table and market. Medium-deep red, flesh, white, crisp, excellent. Ripens in June.

YELLOW TRANSPARENT. Widely known, well liked; large size; transparent yellow, quality good, crisp, sub-acid; very fragrant. Excellent cooker. Fruit tender, requires careful handling. Tree bears young; rather dwarfish growth. Extremely hardy. Ripens in September.

WINESAP. One of the oldest American apples, still increasing in favor. Its size, color and particularly its quality have given it the well deserved popularity it enjoys. Medium size, vivid red; highly satisfying flavor. One of the best keepers of all apples. All-purpose apple, and a good one. Ripens in September.

GRIMES. Good, golden yellow apple, an old favorite over the United States on account of beauty and size. Tree very productive; long lived; splendid for commercial planting and home orchards. Ripens in early fall.

	Each	Each, in lots of—
3 to 4 foot size	\$0.50	\$0.40
4 to 5 foot size	.60	.45

APRICOTS

MOORPARK. Deep yellow fruit, red bluish on sunny side; flesh, bright orange; freestone. Best variety for commercial purposes, fine for canning and drying. Tree vigorous, very prolific. Fruit ripens in June. Adapted to all sections of the Southwest.

	Each	Each, in lots of—
2 to 3 foot size	\$0.30	\$0.20
3 to 4 foot size	.35	.25
4 to 5 foot size	.50	.40

WALNUTS

While we cannot recommend English Walnuts in a commercial way, the Wilson's Wonder and one or two others are showing up far in this section. The Improved Black Walnuts are proving up well. We offer hardy, heavy-bearing trees—both English Walnuts and Improved Black Walnuts—that are early and prolific producers of crops of rich, sweet, thin-shelled nuts.

ENGLISH WALNUTS

WILSON'S WONDER. Produces enormous size nuts; hardy; rough shell. Bears very young and heavily. Nuts bring a fancy price.

FRANQUETTE. Large, long, pointed nuts; kernel sweet, rich and full. Regular bearer as it buds late in the season.

BLACK WALNUTS

THOMAS. Early and prolific, bearing large, thin shell nuts with kernels in halves. Adapted to nearly all types of soil and will grow in practically all parts of the United States. Nuts similar in size and shape to native Black Walnuts. Trees very hardy.

SEE PRICE LIST ON BACK HEREOF



Grading, Packing and Shipping Fruits.

TEXAS PECAN NURSERY, INC., TYLER, TEXAS

LARGE PROFITS POSSIBLE FROM A SMALL INVESTMENT

Good Pecan Trees Sufficient to Plant Ten Acres Cost only from \$93.⁵⁰ to \$153.⁰⁰

Many people fail to realize that it requires only a very small expenditure to purchase enough good pecan trees to plant a splendid grove. From 12 to 17 trees to the acre are sufficient, and we can supply good, first-class, *well-rooted* pecan trees, with an established record for *living, growing and producing*, for as little as 50c each, and up, depending upon size, varieties and quantity purchased. (See price list elsewhere herein.) A few dollars spent for good pecan trees, and a reasonable amount of care after they have been planted, will be good old-age insurance.

Safety and probable yield determine the value of every investment. Investigate the possibilities of a Pecan Grove.

WE ARE GOING TO GIVE
A HANDSOME AND USEFUL
THERMOMETER-CALENDAR

FREE

To the First Thousand Sending Us Cash Orders
amounting to ten dollars or more, before January 1st.

If you do not wish to make your planting
until after January 1st, send us your order and
remittance now and the Thermometer-Calendar
will be sent to you at once; the shipment
of trees will be forwarded at any time you direct.

You have probably heard men say: "I wish I had planted a pecan grove 10 or 20 years ago; I considered the matter ...realized the idea was a good one...but *just failed to make the planting.*" Today, you probably realize the possibilities of a pecan grove. Don't put the matter off...*order your trees and make your planting*, so that in a few years you may actually enjoy, instead of wishing for, the benefits and revenue from a grove. Our *improved, bred-up, well-rooted* trees begin bearing young, and should begin to yield returns on your investment in a few years.

Remember . . . no matter how wise your plans may be they will not do anyone any good unless you execute them!

We Discovered a Secret That Assures Your Profit

From twenty-four years of pecan tree culture, we have learned certain secrets...these secrets have enabled us to develop our lateral root system. A good lateral root system is the life and making of a pecan tree; for the more lateral roots a tree has, the more feed roots it will have. A tree cannot have too many feed roots, as they gather the plant food and moisture so essential for early and rapid growth. These feed roots are finally responsible for the all-important job of producing pecans. We honestly believe that we are able to supply you with pecan trees that will *live* better, *grow* better and *produce* better than the trees you might purchase elsewhere.

OUR CUSTOMERS ARE OUR BEST BOOSTERS

"Of 99 trees bought of you last winter, 91 are living; 90 have put on growth while 1 is dormant but not dead."—W. H. Hilton, Sulphur, Oklahoma.	"Of the 100 papershell trees bought of you the past season, 97 have put on growth and 3 are dormant but not dead."—J. B. McKinney, Cooper, Texas.	"100 per cent of the 41 pecan trees bought of you last winter are living. 1 is dormant and 40 have nice growth."—J. W. Kinman, Tulsa, Oklahoma.
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The Root System on Our Trees

The Ordinary Root System

COMPARE THE ROOT SYSTEMS

The Life, Growth and Yield of the Pecan Tree Depends on its Root System. Examine the comparison pictured above. We GUARANTEE our trees to have the best root system known.

Our Low Prices will Help You Get Started

The prices we offer you are indeed very reasonable. Practically all of our business is done by mail, and because of this we save the traveling expense, hotel bills, etc., that ordinarily must be included in the price when trees are sold by agents through personal calls. Our saving enables us to offer you prices from 30% to 50% less than the price charged by nurseries who sell through agents. Through buying direct from us, you are assured of receiving *good, fresh, well-rooted* trees, instead of stock that may have been heeled-in on some yard for many days and which, therefore, must reach you in a damaged condition. Our prices are always F.O.B. Tyler, Texas.

BUY DIRECT—

Save 30 to 50%

• TEXAS PECAN NURSERY, INC.

TEXAS PECAN NURSERY, INC., TYLER, TEXAS

Please ship the following bill of trees to

Date Ordered

Name _____
(Please write plainly)

_____, 193__

Street or R.F.D. _____

Date to Ship

Post Office _____

_____, 193__

County _____ State _____

My express office is _____

NO ORDER ACCEPTED
FOR LESS THAN \$1.00

GUARANTEE—We use every precaution possible to prevent errors, and, while we guarantee all stock to be true to name, we will only be responsible to the original purchaser, and then for no greater amount than the purchase price of the tree, or another tree, which will be optional with us. All bills, orders, etc., are due and payable at Tyler, Texas, and, in the event it is necessary to bring legal action by either party, such action shall be instituted and maintained in Smith County, Texas.

No. Trees	K I N D	Height	Price	Total	No. Trees	K I N D	Height	Price	Total
	PECANS					<i>Amount Forward</i>			
						PLUMS			
						APPLES			
	GRAPES					FIGS			
	PEARS					PERSIMMONS			
	PEACHES					PLUM-CHERRY			
						APRICOTS			
						WALNUTS			
<i>Amount Forward . . .</i>					<i>Total . . .</i>				

In order to prevent delay, we will ask permission to substitute in variety and size. If this is not agreeable with you, write "Do Not Substitute" here _____

Price List F. O. B. Tyler		P E C A N S								English and Improved Black WALNUTS	
		EASTERN VARIETIES				WESTERN VARIETIES					
		Lots of 1 to 9	Lots of 10 to 49	Lots of 50 to 499	Lots of 500 & Up	Lots of 1 to 9	Lots of 10 to 49	Lots of 50 to 499	Lots of 500 & Up		
Size											
2 to 3 ft...	\$0.80	\$0.70	\$0.55	\$0.45	\$0.90	\$0.80	\$0.65	\$0.55	\$0.90	\$0.80	
3 to 4 ft...	.90	.80	.62	.55	1.00	.90	.72	.65	1.00	.90	
4 to 5 ft...	1.05	.95	.75	.65	1.15	1.05	.85	.75	1.15	1.05	
5 to 6 ft...	1.25	1.15	.90	.75	1.35	1.25	1.00	.85	1.35	1.25	
6 to 7 ft...	1.60	1.35	1.05	.90	1.70	1.45	1.15	1.00	1.70	1.45	
7 to 8 ft...	1.75	1.60	1.25	1.05	1.85	1.70	1.35	1.15	1.85	1.70	
8 to 9 ft...	2.00	1.80	1.40	1.20	2.10	1.90	1.50	1.30	
9 to 10 ft...	2.50	2.00	1.55	1.35	2.60	2.10	1.65	1.45	
10 to 12 ft...	3.00	2.35	1.85	1.55	3.10	2.45	1.95	1.65	

No extra charge for packing and burlapping trees to points in U. S. A. Extra packing charges on foreign shipments.